



RETREAT MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

January 5, 2022 – 10:00 a.m.-1:00 p.m.

[Join Meeting](#) or attend in-person at the Little America Hotel – Ponderosa Room, 2515
E. Butler Avenue, Flagstaff, AZ 86004



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Madeksza called the retreat to order at 10:07 a.m. and welcomed new Commissioner Stone who did a short introduction for himself.

B. ROLL CALL:

Terry Madeksza, Chair, *present*

Jennifer Grogan, Vice-Chair, *present via Teams*

Lynda Fleischer, *present via Teams*

Ellen Jimenez, *present*

Joe O'Donnell, *present*

Jennifer Rolley, *present*

Jonathan Stone, *present via Teams*

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

- Commissioner Jimenez announced that she is now permanently in Flagstaff as Sonesta's Area Director of Sales.
- Commissioner Rolley has lots of positive feedback from visitors for the Holiday Season and congratulated the Discover Flagstaff Team.
- Chair Madeksza stated Downtown was decorated beautifully for the Holidays and events attendance was from 5,000-5,500 visitors.
- Councilmember Salas mentioned that the City Council Budget was a few weeks ago and moving forward with the ARPO funding. The City's next two-day Budget Retreat is scheduled for February 4-5, 2022. The city is moving forward with the PBB Budgets, and she mentioned she is always available to meet anytime.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

E. FY23 SALES & MARKETING COLLABORATION

- A. Presentation by the Discover Flagstaff Team on the FY23 proposed Direct Sales, Media Relations, and Marketing Activities.

Staff presented their Proposed FY23 Program Budgets for Administrative, Marketing, Creative Services, Social Media, Public Relations, Sales and Visitor Services.

Questions/Comments:

- Commissioners suggested items to be added to Marketing's Strategies, Weaknesses, Opportunities and Threats for all Programs. Staff will incorporate the suggestions and additions to next month's presentation.

- Commissioner Grogan mentioned she did not agree with the Billboard picture that was presented. Trace and Lori mentioned that this was the not the final picture and would be presented at next month's meeting.

F. APPROVAL RECOMMENDATION OF FY22 SALES & MARKETING BUDGET

MOTION:

Commissioner Jimenez made a motion to recommend approval of the FY23 Marketing Plan and Budget as presented. Commissioner O'Donnell seconded the motion. Director Ward mentioned the staff would come back to the Commission at the January meeting with all the recommendations and modifications. The motion was approved unanimously.

G. ADJOURNMENT

The meeting adjourned at 2:14 p.m.